

The Madison Chapter of the Association for Women in Communications (AWC) welcomes:

*Jackie Johnson*  
Capitol reporter

## “Strategy for Success: Finding the Niche”

**Thursday, January 18, 2007**

**The Edgewater Hotel at 666 W. Wisconsin Ave.; free parking onsite in ramp  
Networking & registration 11:30 a.m.; lunch & program 12:00-1:00 p.m.**

What do an astronaut, an Archbishop, a NATO commander, and Churchill’s wartime interpreter have in common? They’ve all been interviewed by Jackie Johnson— a broadcast journalist who grew up in rural Wisconsin, bailing hay and shoveling manure in her youth. Hear how Johnson took her eclectic background, carved a niche for herself and, among other things, created “MissPronouncer.com,” a website which has received national and international attention.

Johnson’s broadcasting career spans more than two decades. She’s worked at stations in Eau Claire, Wausau, Steven’s Point, and Milwaukee. Now a Madison-based reporter with Wisconsin Radio Network, Johnson works with 70 affiliated stations throughout the state. The development of her website has led to interviews with the Canadian Broadcasting Corporation, international newspapers, Wisconsin Public Television, Chicago's WGN, WCCO in Minneapolis, Wisconsin Public Radio, and Chicago's WBBM-TV.

Learn more about paving your path to success, as Johnson gives examples of how to identify needs, determine solutions, and create opportunities to move forward in your career. Find out what it’s like to interview a wide array of politicians, from local officials to U.S. presidential candidates. Listen as she tells about working in a male-dominated communications environment.

Please bring a friend or associate to hear Jackie Johnson January 18. All are welcome to attend.

*For more information, visit <http://www.awc-madison.org>, e-mail [mszczecho@aol.com](mailto:mszczecho@aol.com), or call Margo Bida at 232-1428.*

### **ADVANCE REGISTRATION REQUIRED BY JANUARY 11, 2007**

Cost is \$17 for members, \$22 guests, \$12 AWC student members. Please send to: AWC-Madison Chapter, c/o Margo Bida, 2604 Arbor Drive, # 118, Madison, WI 53711. Because of our commitment to the hotel, prepayment is required, and cancellations received after January 11 cannot be refunded.

#### **Menu choices**

- Option 1 (Vegetarian): Seasonal fresh fruit plate with cottage cheese, dinner rolls with butter, and iced or hot beverage
- Option 2: Capitol Croissant (Roast beef, sliced cucumber, and red onion on a flaky croissant with creamy horseradish sauce), deli-style coleslaw, and iced or hot beverage

Name \_\_\_\_\_ Co. \_\_\_\_\_ E-mail \_\_\_\_\_

Phone \_\_\_\_\_ Amt. enclosed:\$ \_\_\_\_\_ Rising Star Scholarship Donation: \$ \_\_\_\_\_